

USDA National Retail Report - Shell Egg and Egg Products Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate		.5% of 29	,100 sto	res	25	25.6% of 29,100 stores				22.5% of 22,900 stores			
		X L	ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE		
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			182	2.04			619	1.65			290	1.35	
G	White 18 pack	42	3.99	279	2.23	62	2.88	30	3.02	50	2.79	60	2.16	
U	Brown 12 pack											10	2.50	
ı	USDA GRADE A													
Ā	White 12 pack			1,013	1.52	184	1.99	815	1.62			430	1.60	
R	White 18 pack			899	2.08			2,348	2.58			600	2.17	
	Brown 12 pack			137	0.99									
	USDA ORGANIC													
s	White 12 pack													
o P	Brown 12 pack			343	4.48			318	4.39			10	4.69	
E	OMEGA-3													
C	White 12 pack	25	3.15	2,389	2.32	290	2.94	1,124	2.61			1,110	2.35	
ī	Brown 12 pack			67	3.99			137	3.99			10	2.29	
Ā	CAGE-FREE													
î	White 12 pack			123	2.50	118	2.99	200	2.59	20	1.28	270	3.32	
T	Brown 12 pack			562	2.87			824	3.20	810	2.85	1,680	3.09	
Y	VEGETARIAN FED													
•	White 12 pack			469	2.17			258	2.99			310	1.77	
	Brown 12 pack	6	2.49	476	2.26	14	3.00	235	2.01			310	2.77	

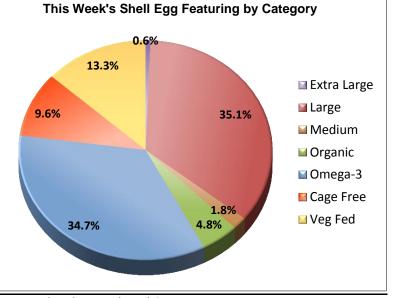
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen										
2.00										
1.80				1.69						
1.60	1.64	1.54	1.44		1.51					
1.40			1,44							
1.20 Jan 30-Feb-05	Feb 06-12	Feb 13-19	Feb 20-26	Feb 27-Mar-05	Mar 06-12					

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,552	4,058	1,440	Large Eggs on
Specialty	4,460	3,518	4,530	Sep-02-2014
Total (includes MD)	7,142	7,835	6,300	572.1
Special Rate 4/:	3.8%	3.1%	1.5%	up 1.7%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is not as active as a week ago. The weighted average price of Large White eggs, Grade A or better, offered to consumers is sharply lower. The number of retailers offering "no price" incentives to shoppers is slightly higher. Advertisements for Medium and Extra Large egg are not as visible in circulars as a week ago. Specialty shell egg feature activity is higher. Ads for Omega-3 eggs continue enjoying good exposure in circulars across the country. Other specialty types maintain a steady pace in circulars. Liquid egg promotions are sharply lower with most activity in the Midwest and on the East Coast and virtually nonexistent elsewhere.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			EAST U.S.			EAST U.S.	MIDWEST U.S.				
	1/	(CT,DE,MA,MD,ME,		. ,		NC,SC,TN,VA,WV)		(IA,IL,IN,KY,MI,MI			
Feature Rate 17 Activity Index 17		33.6% of 5,500 s Activity Index = 2,53			20.6% of 7,400 Activity Index = 1,6	sampled outlets 33 (includes Mediu	22.4% of 6,100 sampled outlets Activity Index = 1,527 (includes Medium)				
		EXTRA LARGE	LAF		EXTRA LARGE	LARG				ARGE	
	CLASS	Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range Stores Avg 3/	Price Range S	Stores Avg 3/	Price Range Stores Avg 3/	Price Range	Stores	Avg 3/
USDA	White 12 pack										
GRADE	White 18 pack								1.99	1	1.99
AA	Brown 12 pack	WII ': 40			MI ' 40 I)MI '' 40 1	2.22		0.00
	White 12 pack	White 12 pack	1.50 - 2.09	418 1.79	White 12 pack	1.49 - 1.69	86 1.61	White 12 pack	0.99 1.00 - 1.69	9 429	0.99 1.23
USDA	White 18 pack		2.00 - 2.49	61 2.36		2.00 - 2.98	311 2.27		1.79 - 2.90	429 89	1.23
GRADE			0.99	137 0.99		2.00 - 2.90	311 2.21		1.79 - 2.90	09	1.54
A		White 12 pack	1.25 - 1.48	44 1.28	White 12 pack	1.25	17 1.25	White 12 pack			
	MEDIUM	White 30 pack	00	0	White 30 pack		0	White 30 pack			
USI	DA ORGANIC	·						·			
	White 12 pack										
P	Brown 12 pack		2.99 - 4.29	123 4.23		4.29	1 4.29		2.29 - 4.99	219	4.62
FOM	EGA-3										
c	White 12 pack	3.49 18 3.49	1.99 - 2.99	762 2.18			1,184 2.31		1.99 - 3.00	296	2.64
1	Brown 12 pack		3.99	47 3.99		3.99	20 3.99				
A CA	GE-FREE					2.50	0 0.50		2.50	447	2.50
L	White 12 pack Brown 12 pack		2.99 - 3.49	250 3.32		2.50 2.50 - 2.99	6 2.50 8 2.62		2.50 2.49 - 2.50	117 130	2.50 2.50
TVEG	ETARIAN FED		2.99 - 3.49	200 3.32		2.50 - 2.99	0 2.02		2.49 - 2.50	130	2.50
Y	White 12 pack		1.99 - 2.50	439 2.15					2.50	30	2.50
	Brown 12 pack	2.49 6 2.49	2.49 - 2.50	229 2.50					1.98 - 2.50	207	2.05
	1		NTRAL U.S		SOUTH	WEST U.S.		NORTH	WEST U.S.	-	
		(AR,CO,KS,LA	,MO,NM,OK,TX)		(AZ,C	A,NV,UT)		(ID,MT,C	R,WA,WY)		
Fe	eature Rate 1/	17.0% of 4,900	sampled outlets	;	11.2% of 3,800	sampled outlets	21.1% of 1,300 sampled outlets				
Ac	tivity Index 2/	Activity Index = 707	7 (includes Medi	ium)	Activity Index = 46	0 (includes Mediun	,	Activity Index = 267 (includes Medium)			
USDA	White 12 pack					1.32 - 2.99	125 2.16		0.98 - 2.00	46	1.55
GRADE	White 18 pack		1.99 - 3.14	80 2.31	3.99 42 3.99	1.99 - 2.99	129 2.31		1.99	69	1.99
AA	Brown 12 pack	W : 40					10 100	14# is 40 - 1			
	MEDIUM	White 12 pack	1.25 - 1.65	28 1.46	White 12 pack	1.20 1.50 - 1.65	48 1.20 41 1.64	White 12 pack	0.00		0.98
USDA	White 12 pack White 18 pack		1.50 - 2.50	316 1.73		1.50 - 1.65	41 1.64		0.98 1.79 - 2.50	8 122	2.49
GRADE			1.50 - 2.50	310 1.73					1.79 - 2.50	122	2.49
A		White 12 pack			White 12 pack	2.50 - 2.99	12 2.75	White 12 pack			
	MEDIUM	White 30 pack			White 30 pack			White 30 pack			
USI	DA ORGANIC										
	White 12 pack										
S	Brown 12 pack										
E OM	EGA-3										
C	White 12 pack	2.29 7 2.29	1.99 - 2.79	65 2.19		2.79	62 2.79		2.50	20	2.50
	Brown 12 pack										
A CA	GE-FREE White 12 pack										
L	Brown 12 pack		2.50	171 2.50		2.50	1 2.50		2.50	2	2.50
TVFG	BIOWN 12 PACK		2.50	171 2.30		2.50	1 2.30		2.50		2.50
Y	White 12 pack										
	Brown 12 pack		1.98	40 1.98							
Source		ral Marketing Service. Livesto			us - (515) 294-4460 http://w	www.ame.ueda.gov/	/I DSMarkotN	lows Page			2 of 4

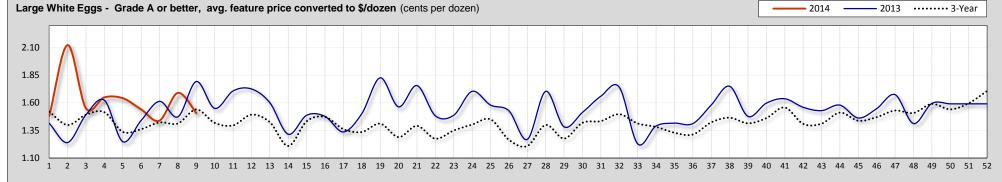
				ASKA AK)		HAWAII (HI)						
	Feature Rate 17 Activity Index 4	Ac	0.0% of 100 sa tivity Index = 11	ampled outlets (includes Medi	um)	0.0% of 100 sampled outlets Activity Index = 3 (includes Medium)						
	CLASS	EXTRA	LARGE	LAF	RGE	EXTRA	LARGE	LARGE				
	CLAGO	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/			
USI	White 12 pack			2.69	11 2.69							
GRA	\M/hita 18 nack											
A	Brown 12 nack											
	MEDIUM		White 12 pack				White 12 pack					
	White 12 pack							2.77	3 2.77			
USI	OA White 18 pack											
GRA	DE Brown 12 pack											
Α	MEDIUM		White 12 pack				White 12 pack					
	WILDIOW		White 30 pack				White 30 pack					
Ų	JSDA ORGANIC											
s	White 12 pack											
ь	Brown 12 pack											
E	DMEGA-3											
_	White 12 pack											
ĭ	Brown 12 pack											
ΔÌ	AGE-FREE											
î	White 12 pack											
<u>-</u> _	Brown 12 pack											
YV	EGETARIAN FED											
•	White 12 pack											
	Brown 12 pack											

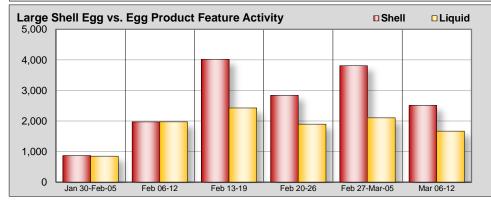


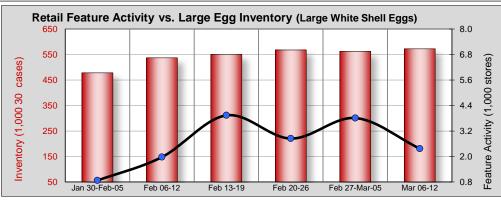
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12. (prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	5.2%	8.5%	13.6%	24.3% of 5,500 sampled		0.4% of 7,400 sampled		2.7% of 6,100 sampled		0.0% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled		
2/ Activity Index	1,670	2,105	2,700	Activity Inc	Activity Index = 1,474		Activity Index = 32		Activity Index = 164		Activity Index = 0		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,603 2.76	675 2.81	1,430 2.53	2.50 - 4.99	1,427 2.83	2.50 - 2.99	12 2.54	1.99 - 2.66	164 2.18							
32 oz. crtn	67 4.99	1,430 4.20	1,130 3.07	4.99	47 4.99	4.99	20 4.99									
3 - 4 oz. cup			140 2.49													
2 - 8 oz. cup																
EGG				ALA	SKA	HAV	VAII									

EGG PRODUCTS				ALA	SKA	HAV	VAII	
1/ Feature Rate				11.8% of 10	00 sampled	2.7% of 10	0 sampled	
2/ Activity Index				Activity I	Index = 0	Activity Index = 0		
				Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn								
32 oz. crtn								
3 - 4 oz. cup								
2 - 8 oz. cup								







Note: See page 1 for explanatory notes.